

Rep Order# 6809751
EC'd Yes

Ver# 1
Mod# 0

Status Confirmed

Traffic Order# 100292

Printed: 04/16/2012 2:50 PM
Last Received: 04/13/2012 11:41 AM
Showing Buylines: All Lines

1 of 6

Station KSNV-TV LAS VEGAS, NV.
Advertiser () NRSC
Product NRSC 2012
Estimate#
Buyer JESSICA MURRAY
Phone#
Fax#

Agency () STRATEGIC MEDIA SVCS
3299 K STREET NW SUITE #200
WASHINGTON, DC 20007
Agency C/P1/P2/E
Flight Dates 10/03/2012 - 10/09/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---												
SC=*												
LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	W-F	6A-7A	NEWS	:30	\$700.00	10/03-10/05	3	1	3	\$2,100.00	
		Buyline Comment: NEWS										
	2	M-TU	6A-7A	NEWS	:30	\$700.00	10/08-10/09	2	1	2	\$1,400.00	
		Buyline Comment: NEWS										
	3	M-TU	7A-9A	TODAY SHOW	:30	\$900.00	10/08-10/09	4	1	4	\$3,600.00	
		Buyline Comment: TODAY SHOW 2X PER DAY										
	4	W-F	7A-9A	TODAY SHOW	:30	\$900.00	10/03-10/05	6	1	6	\$5,400.00	
		Buyline Comment: TODAY SHOW 2X PER DAY										
	5	W-F	9A-10A	TODAY SHOW	:30	\$425.00	10/03-10/05	3	1	3	\$1,275.00	
		Buyline Comment: TODAY SHOW										
	6	M-TU	9A-10A	TODAY SHOW	:30	\$425.00	10/08-10/09	2	1	2	\$850.00	
		Buyline Comment: TODAY SHOW										
	7	M-TU	10A-11A	TODAY SHOW	:30	\$325.00	10/08-10/09	2	1	2	\$650.00	
		Buyline Comment: TODAY SHOW										
	8	W-F	10A-11A	TODAY SHOW	:30	\$325.00	10/03-10/05	3	1	3	\$975.00	
		Buyline Comment: TODAY SHOW										
	9	W-F	11A-12P	RACHEL	:30	\$325.00	10/03-10/05	6	1	6	\$1,950.00	
		Buyline Comment: RACHEL										

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	10	M-TU	11A-12P	NEWS	:30	\$325.00	10/08-10/09	4	1	4	\$1,300.00	
				Buyline Comment: RACHEL								
	11	M-TU	12P-1230P	NEWS	:30	\$425.00	10/08-10/09	2	1	2	\$850.00	
				Buyline Comment: NEWS								
	12	W-F	12P-1230P	NEWS	:30	\$425.00	10/03-10/05	3	1	3	\$1,275.00	
				Buyline Comment: NEWS								
	13	W-F	1230P-1P	AGENDA	:30	\$325.00	10/03-10/05	3	1	3	\$975.00	
				Buyline Comment: AGENDA								
	14	M-TU	1230P-1P	AGENDA	:30	\$325.00	10/08-10/09	2	1	2	\$650.00	
				Buyline Comment: AGENDA								
	15	M-TU	2P-3P	DRS	:30	\$325.00	10/08-10/09	2	1	2	\$650.00	
				Buyline Comment: DRS								
	16	W-F	2P-3P	DRS	:30	\$325.00	10/03-10/05	3	1	3	\$975.00	
				Buyline Comment: DRS								
	17	W-F	3P-4P	PHIL	:30	\$450.00	10/03-10/05	6	1	6	\$2,700.00	
				Buyline Comment: PHIL								
	18	M-TU	3P-4P	PHIL	:30	\$450.00	10/08-10/09	4	1	4	\$1,800.00	
				Buyline Comment: PHIL								
	19	M-TU	4P-430P	NEWS	:30	\$700.00	10/08-10/09	2	1	2	\$1,400.00	
				Buyline Comment: NEWS								
	20	W-F	4P-430P	NEWS	:30	\$700.00	10/03-10/05	3	1	3	\$2,100.00	
				Buyline Comment: NEWS								

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	21	W-F	430P-5P	NEWS	:30	\$700.00	10/03-10/05	3	1	3	\$2,100.00	
				Buyline Comment: NEWS								
	22	M-TU	430P-5P	NEWS	:30	\$700.00	10/08-10/09	2	1	2	\$1,400.00	
				Buyline Comment: NEWS								
	23	M-TU	5P-630P	NEWS	:30	\$1,100.00	10/08-10/09	2	1	2	\$2,200.00	
				Buyline Comment: NEWS								
	24	W-F	5P-630P	NEWS	:30	\$1,100.00	10/03-10/05	3	1	3	\$3,300.00	
				Buyline Comment: NEWS								
	25	W-F	7P-730P	JEP	:30	\$1,200.00	10/03-10/05	3	1	3	\$3,600.00	
				Buyline Comment: JEP								
	26	M-TU	7P-730P	JEP	:30	\$1,200.00	10/08-10/09	2	1	2	\$2,400.00	
				Buyline Comment: JEP								
	27	M-TU	730P-8P	WHEEL	:30	\$1,200.00	10/08-10/09	2	1	2	\$2,400.00	
				Buyline Comment: WHEEL								
	28	W-F	730P-8P	WHEEL	:30	\$1,200.00	10/03-10/05	3	1	3	\$3,600.00	
				Buyline Comment: WHEEL								
	29	W-F	11P-1135P	NEWS	:30	\$1,100.00	10/03-10/05	3	1	3	\$3,300.00	
				Buyline Comment: NEWS								
	30	M-TU	11P-1135P	NEWS	:30	\$1,100.00	10/08-10/09	2	1	2	\$2,200.00	
				Buyline Comment: NEWS								
	31	M-TU	1135P-1235A	TON SHOW	:30	\$450.00	10/08-10/09	2	1	2	\$900.00	
				Buyline Comment: TON SHOW								

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	43	SU	7A-8A	Buyline Comment: SUN TODAY	:30	\$500.00	10/07-10/07	1	1	1	\$500.00	
	44	SU	8A-9A	Buyline Comment: MTP	:30	\$1,300.00	10/07-10/07	1	1	1	\$1,300.00	
	45	SU	9A-930A	Buyline Comment: NEWS	:30	\$500.00	10/07-10/07	1	1	1	\$500.00	
	46	SU	930A-10A	Buyline Comment: CHRIS	:30	\$500.00	10/07-10/07	1	1	1	\$500.00	
	47	SU	530P-830P	Buyline Comment: NFL	:30	\$6,500.00	10/07-10/07	1	1	1	\$6,500.00	
	48	SU	830P-930P	Buyline Comment: POST GAME NEWS	:30	\$1,100.00	10/07-10/07	1	1	1	\$1,100.00	
	49	SU	11P-1135P	Buyline Comment: NEWS	:30	\$1,000.00	10/07-10/07	1	1	1	\$1,000.00	
	50	W-F	630P-7P	Buyline Comment: FACE	:30	\$900.00	10/03-10/05	2	1	2	\$1,800.00	
	51	W-F	430A-459A	Buyline Comment: EARLY TODAY	:30	\$200.00	10/03-10/05	1	1	1	\$200.00	

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Oct 12: 115 / \$84,650.00
 Sales Totals: 115 / \$84,650.00
 Station Totals: 115 / \$84,650.00
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$273,065	CATV 0%	KBLR 0%	KINC 0%	KLAS 31%	KSNV 31%
		KTNV 17%	KTUD 1%	KVCW 1%	KVMY 2%	KVVU 17%
		XXXX 0%				

---COMPETITIVE COMMENTS---

NEW ORDER
 EST SHARES
 KTUD LESS THAN 1

Books NOV12
 Demos RA35+

--- CREDIT RISK ---
 CASH IN ADVANCE